

Blue Star Infotech named to 2008 Microsoft Dynamics President's Club

Microsoft Honors Blue Star Infotech for Outstanding Customer Commitment and Sales Achievement

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Blue Star Infotech has been named to the 2008 Microsoft Dynamics President's Club, receiving recognition from Microsoft Corp. for its dedicated commitment to customers. This honor reflects Blue Star Infotech's success in extending the Microsoft Dynamics platform to drive business advantages in companies worldwide.

This recognition came during the Microsoft Worldwide Partner Conference 2008 in Houston. The elite club recognizes the top 5 percent of Microsoft Business Solutions partners worldwide and their constant dedication to delivering solutions that meet their customers' unique needs, active pursuit of product and technological advancement, and impressive sales performance.

'Microsoft is proud to congratulate Blue Star Infotech on being named to this year's Microsoft Dynamics President's Club,' said Doug Kennedy, Vice President, Microsoft Dynamics Partners. 'Blue Star Infotech not only has demonstrated a high level of product expertise, but also has provided a superior level of service and commitment to our Microsoft Dynamics customers, ultimately contributing to the overall success of Microsoft Dynamics and companies worldwide.'

Blue Star Infotech (BSI) works closely with the teams at Microsoft to maintain a comprehensive understanding of the Microsoft Dynamics platform. This knowledge, combined with a deep understanding of customers' business needs, enables Blue Star Infotech to help customers leverage the full value of their Microsoft investments and achieve the enhanced customer service, productivity and operational efficiency that promote growth and competitive advantage.

Blue Star Infotech provides solutions that automate and integrate the business processes of an enterprise. BSI, specializing in Microsoft Dynamics NAV, Microsoft Dynamics AX and Microsoft CRM, primarily focuses on the Manufacturing, Media & Entertainment, Pharmaceutical and Hospitality industries.

Satish Gaonkar, Vice President, Consulting Services Practice of BSI, said - 'We are delighted to be recognized by Microsoft for our outstanding sales and customer service efforts. Customers are increasingly expecting quicker returns from their investments in enterprise applications and a fair amount of simplicity while transacting their business using these tools. Our consulting-led approach leverages on the user friendliness of the Microsoft Dynamics applications and makes the ERP enablement simple yet effective.'

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Part of the US\$600M Blue Star Group, Blue Star Infotech (BSI) provides profit-enhancing IT solutions to enterprises and product companies globally. Founded in 1983, it maintains office in India, USA, UK and Japan to serve clients worldwide.

A Microsoft Gold Certified Partner, BSI is one of the oldest Dynamics partners in India and is currently rated amongst the top 5 in terms of competency and customer base. Its customers include

companies such as Raymonds, Cipla, United Breweries, Nimbus Communications, Nordson, Unilever India Exports and Sanofi-Aventis. BSI also provides niche services to software product companies and travel & hospitality companies. Its premier customers include Hewlett-Packard, Costco Travels, Trisept Solutions, Planview and Hitachi Medical Corporation.

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You can also visit www.bsil.com for more information.